OF NEW ADMINISTRATION DRESSED, CAPITAL VERDICT

NEW WHITE HOUSE MISTRESS CENTRE OF ADMIRING EYES

Dignified and Attractive Gown Wins Notable Applause at Ceremonies.

MRS. COOLIDGE IN BLUE

Wives of Cabinet Members Draw Attention by Their Simple Attire.

MRS. HUGHES WORE BLACK

Baroness de Cartier Most Striking Figure in the Dip-Iomatic Gallery.

Special Despatch to THE NEW YORK HERALD. Washington, D. C., March 4.

to the man who will guide the destinies of the nation for the next four years the most important person throngs of women spectators at the inaugural ceremonies to-day was the woman who will preside as mixtress of the White House. The entrance of Msr. Warren G. Harding to the gallery of the Senate chamber, where Vice-President Coolidge was sworn in, was the signal for a round of applause, which was repeated with gmented enthusiasm when she aptred on the stand where the Presitook the oath of office in the open

Wives of the incoming Cabinet members were grouped together save for Mrs. Charles E. Hughes, who got lost and finally got a seat in the Senators' gallery, dividing interest with the Presidential party.

Three Women on Senate Floor.

Three Womes on Senate Floor.

Three women were on the floor of the Senate. Miss Mabel Boardman, Commissioner of the District of Columbia, who was with her brother Commissioners, Miss Alice Robertson, the new "gentleman from Oklahoma," and Mrs Schall, wife of the blind Representative from Minnesota, who has the privilege of accompanying her husband.

"What a well dressed Administration," was the exclamation of the women on every side, commenting not only on the little groups of ladies who surrounded the new President and his Cabinet, but on the assemblage gathered to do honor to the new officials, "Such wonderful furs. Such lewels. Such othe," Although not extravagantly dressed, the new first lady of the land was beautifully turned out, and presented a most dightlied and attractive picture.

Mrs. Harding were the gown of deplume charmense embroidered in steel beads described long ago as her inaugural costume, and medium sized hat of clack horsehair braid with a thick upstanding row of clipped algrettes about the orown. The hat, which has a three inch brim and a moderately high crown, was poised low on her head and may be described as a modified sailor shape with a becoming roll. The bodice of her gown was cut square and quite low in the neck and outlined with a collar in which pearl gray and blue, a shade lighter than the satin, were mingled. The skirt was perhaps seven inches from the floor—neither noticeably short nor hoticeably long, and the bead motifs which appeared on the bodice were regarded on the head, a sand of the other. which appeared on the bedier were re-peated on the hem. A sash of the char-meuse tied loosely in the back was also decorated with steel beads. Long white gloves met the sleeves of charmeuse.

Pearls and Velvet Band.

Pearls and Velvet Band.

Mrs. Harding wore a short string of pearls and the black velvet band with dismond slides about her throat which she often affects. On entering the inaugural stand she donned a stunning loose coat of broadtail with a wide, square collar of chinchilla reaching to the waist line.

Miss Abigail Harding, who sat next Mrs. Harding in the gallery, wore a French blue gown with an enveloping cloth coat of the same color, collared in opossum. A transparent blue picture hat wreathed in French flowers and a corsage bouquet of orchids completed her costume. Mrs. Caroline Votaw, another sister of President Harding, had on a dark colored coat suit with a small hema hat. Others with Mrs. Harding were her father-in-law, Dr. George Tryon Harding, Dr. and Mrs. G. Harding, Jr., with their children, and Mrs. Harding's niece, Mrs. Frank Longshore.

The two Coolidge boys, John and Calvin, Jr., who were with Mrs. Coolidge, were viewed with friendly interest, and the spectators were much amused by the evident boredom of John—the one who looks like his father. Mrs. Coolidge's gown was of navy blue charmeuse with the entire top of blue broche orepe over henna. She kept it covered, however, with a dark blue cloth wrap and wore a gray fur neck place. The senan note was repeated in the facing of her blue charmeuse sallor hat and in the fancy feather placed about the crown. She wore a bouquet of violets and roses. Mr. Coolidge, Father John Coolidge, was with them and also Mr. and Mrs. W. S. Stearns of Boston, who came with the Coolidge party to Washington.

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Mrs. Wilson accompanied her husband to the Capitol but did not appear in the gallery. Her gown was topped by a haby lamb coot and her hat trimmed with feathers of the now famous "Mrs Hardne blue." Wrs. Marshall wife of the retiring Vice-President, wore a navy blue creps de chine sown with a hat of blue straw and gray feathers, and in deference to the chill in the air donned a brown top-oat trimmed in heaver.

Mrs. Husbes's gown was of black sain bended in out steel and she wore a Persian lamb coat and a black hat with a gray feather held in place by a cut let ornament. Miss Alisa Mellon, angister of the New Societary of the freasury Andrew William Mellon, had on a red diversor frock with a gray sourcel coat and toque.

Mrs. Husbest Hooses was detained in the gallery.

Mrs. Herbert Hoover was detained in New York by an engagement made be-

Life Story in Brief of President Harding

HERE is the life story in brief of President Harding:

Warren Gamaliel Harding. Twenty-ninth President of the United States. Born in Blooming Grove, Mor-row county, Ohio, November 2,

Student Ohio Central College 1879 to 1882. Entered newspaper business, Marion, Ohio, 1884, and pub-lisher Marion (Ohio) Star, since that time.

Married Florence Kling, Mar-ion 1891

ion, 1891. Member Ohio State Senate,

Member Onto State Senate, 1899 to 1905. Lieutenant Governor Ohio, 1904 to 1906. Republican candidate for Gov-

ernor Ohio, 1910 (defeated).
Elected to United States Senate, November 3, 1914.
Elected President, November

Baptist; home, Marion, Onio.

stand. the Spanish Ambassador and Mme. De Rino, the British Ambassador and Lady Geddes, the Peruvian Ambassador and Lady Geddes, the Peruvian Ambassador and Mme. Peret, the Japanese Ambassador and Baronese Shidehara, the new Rumanian Minister and Princess Ribesco. Mrs. Frederick Gillett. wife of the Speaker of the House, swathed in a wonderful kolinsky coat, was an interested spectator.

After the ceremonies Vice-President and Mrs. Coolidge and party were entertained at luncheon in the Senate dining room by Mr. and Mrs. Marshall.

ALDRIDGE HAS SELECTION.

Second Desactor to The New York Harain. New York Rerald Bureau. Washington, D. C., March 4. Friends of George W. Aldridge, the veteran leader of Monroo county. New York who are familiar with the high regard in which he is held by President Harding say he has his pick of three Federal positions. They are Collector of the Port of New York, which pars \$12,000 a year. Treasurer of the United States, \$8,000, and Commissioner of Internal Revenue, the selary of which is \$10,000 a year.

HYLAN FELICITATES HARDING. Surrounded by members of her family and Mr. Harding's, she was seated in the second row of the Executive gallery in the Senate—the "President allery in the Senate—the "President are familiar with the high regard in which he is held by President are familiar with the high regard in which he is held by President are familiar with the high regard in which he is held by President are for the Vice-President's party occupying adjoining benches.

Wives of the incoming Cabinet members were grouped together save for

CARNIVAL SPIRIT LACKING IN CAPITAL

Meagre Crowds Give Generous Applanse, but Refrain From High Enthusiasm.

VISITORS SEE LITTLE

Contrast Striking With Spec COX'S PAPER HAILS tacles of Former Inaugurations.

National Prosperity.

National Prosperity.

National Prosperity.

National Prosperity.

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National Prosperity.

DATTON, Ohlo, March 4.—Former Gov. James M. Cox's newspaper, the Mashington, D. C., March 4.]

Cannival and jubilee spirit were completely lacking in Washington to-day and to-night as the quietest inauguration of day and to-night as the quietest inauguration in the memory of the oldest of the present generation went into history.

Pennsylvania avenue, scene of many of the most sthring spectacles in American history, had relatively but a meazure can history, had relatively but a meazure to wood now Wisson and to the next to wood own Wisson and to the next to wood own Wisson and to the next title and yet, when the smallton of man and mentiusdastic crowd. It paid tribute to Woodrow Wisson and to the next title and yet, when the mandate is rendered at the polit times is general actively but a meazure of the unual poleuresque military and mentius and of all forms of estivity, amence of the gourt of honor and natural decorations and reviewing stands from the Capitol to the White House and beyond and utter lack of special cut the crowds down from hundreds of thousands to tens of thousands.

There were a large number of visitors in the city, but the crowds bore no relation to the hundreds of thousands to tens of thousands that the past came from every State in the Union by special and exceptions and the hotels were but well filled.

There were no special or excursion trains and the hotels were but well filled.

The contrast apparently had a distinct hey colored and previous and the hotels were but well filled.

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The contrast apparently had a distinct hey colored and the provided and in a manner cheered, but special and of the White House. Both cavaledes were generously. fore her husband's appointment. Mrs. Wallace, wife of the Secretary of Agriculture, was confined to her apartment by a cold but was represented by her daughter, Miss Ruth Wallace.

Earoness De Cartier, wife of the Bellian Ambassador, in black veivet and pearls, was a striking figure in the diplomatic gailery. Her husband was with her. Others noted there were the French Ambassador and Mme. Jusse and, the Spanish Aumassador and Mme. Jusse land, the Spanish Aumassador and Mme. Jusse and, the Spanish Aumassador and Mme. Jusse land, the Spanish Aumassador and Mme. Jusse and the Spanish Aumassador and Mme. Jusse and beyond and utter lack of the usual fectorations and reviewing stands from the Capital the White House and beyond and utter lack of

HYLAN FELICITATES HARDING.

An airplane manned by Capt Claude R. Ceilins and Capt Claude R. Ceilins and Capt Claude N. Fitzgerald of the police reserve aviation corps carried to Washington yesterday a message from Mayor John F. Hylan to President Warren G. Harding. The Mayor wrote:

"Dear Mr. President: Permit me to felicitate you upon your inauguration as President of the United States. As you enter upon the discharge of the great duties and responsibilities of that high office. I tender to you my best wishes for a successful administration. Very truly yours.

John F. Hylan."

Itom New York told als planned to come to With the inauguration of Ephraim F. Morgan of Fairmont as Governor. The was highest was the first time he could afford it and he had brought his family here at a cost of \$300 to see seven automobiles in a hollow square of cavalry drive past. A colored mammy near him assured him to the last that there would like the past as and a band, and she, Court of Appeals. The retiring Governor, The was the first time he could afford it and he had brought his family here at a cost of \$300 to see seven automobiles in a hollow square of cavalry drive past. A colored mammy near him assured him to the last that there would like the had planned to come to dwish the inauguration of Ephraim F. Morgan of Fairmont as Governor. The was the first time he could afford it and he had brought his family here at a cost of \$300 to see seven automobiles in a hollow square of cavalry drive past. A colored mammy near him assured him to the last that there would less that there would less that there would less and a band, and she, the contrast was striking. The are-flow of Charleston and Albert Blakeelee White of Charleston and Albert Blakeelee White of Parkersburg were in attending planted to come to destroyed by fire last January. The oxide of the policy past and the help beautiful him to the last that there would less and successful administration of the Surper for Court of Appeals. The retiring Governor, The was the first fu

because of its close familiarity with national events.

Although for the first time in history the inaugural address could be heard at a great distance across the Capitol plaza and beyond, the great rectangle was not filled. The crowd, estimated as 75,000 persons, left many open spaces.

There was no music except by the harine fand on the plaza and by the harine fand on the plaza and by the band of the Harding-Coolidge Club of Washington, which was stationed at the Peace Monument

To-night there are no gay sud enthu-siastic throngs on Pennsylvania avenue, with marching clubs, red fire, bands,

flags and cheering.
Visitors streamed along the widewalk : SENATORS IN TROUBLE with nothing to do and no place to go

PRESIDENT HARDING

Hopes His Labors Will Bring National Prosperity.

WEST VIRGINIA NOW REPUBLICAN STATE

Leaves Old Party With In-auguration of Gov. Morgan.

CHARLESTON, W. Va., March 4.—The government of West Virginia to-day changed from Democratic to Republican with the inauguration of Ephraim F. Morgan of Fairmont as Governor. The

Morgan of Fairmont as Governor. The ceremony tool: place in the Armory Building, the State Capitol having been destroyed by fire last January.

The oath of office was taken soon after 1 o'clock, and was administered by Judge Harold A. Ritz, president of the Supreme Court of Appeals. The retiring Governor, John J. Cornwell, and two former Chief Executives. William A. McCorkle of Charleston and Albert Blakeelee White of Parkersburg were in attendance.

SARTORIAL EVENT SEEN AT INAUGURAL

Harding, Christian and Daugherty Appear in Blue Overcoats Cut Exactly Alike.

Varied Display of Hosiery One of Scenes Attending Ceremonies at Capitol.

ceremonies outside of the Marine Band, which had a stand at the Capitol, was that of the Harding-Coolidge Club of Washington. It had a place at the corner of the Capitol grounds and played jame music.

The grounds on the west side of the Capitol are surrounded by a stone fence four feet high, but this had no terrors for hundreds of women who wanted to get a close-up of President Harding on his way to the White House after the inauguration address. Blocked by the crowds on the sidewalks in their eager dash to the street, they cared little for the hostery displays in getting over the fence so they could make time over the lawn.

President Wilson's entry into the Capitol and into the President's room was one of the most dramatic incidents in American history. When escorted into the building he deliberately passed the wheel chair of Senator Boise Penrose of Pennsyivania, which had been placed at his disposal. He walked slowly and determinedly with his cane, pride and determination overriding the wishes and advice of his wife and physician.

Inaugural Oath Heard Clearly Third of Mile

Special Despatch to THE NEW YORK HERALD.

New York Beruld Bureau, | Washington, D. C., March 4. FOR the first time in the history of outdoor inaugurations of American Presidents every person witnessing the ceremonies in front of the Capitol to-day heard the oath administered. Persons nearly a third of a mile away were able to distinguish clearly every word of the oath uttered by Chief Justice White.

The incident is all the more remarkable for the reason that the venerable Chief Justice of the United States Supreme Court speaks in very low tones, which are lost to auditors in the Supreme Court chamber, a very small room where absolute quiet FOR the first time in the history

small room where absolute quiet

The huge high powered amplifier used at the inaugural stand provided the necessary

augural was not marred by a sing tragic or entoward circumstance. The nearest approach to tragedy came during the inaugural address. A we dressed woman, in the first row of he manity against the steel cable abothe inaugural stand, who held her pla for hours, fainted. She was revived at escorted from the plaza.

Movement of the inaugurat programme at the Capitol was very precise. There was absolutely no confusion, but former Senator Hoke Smith of Georgia, whose term ended at noon, found himself in difficulties. The fermer Senator, after finishing his term, failed for some reason to march out to the inaugural stand with the body of the Senate. He was strolling out alone when halted by two deputies of the sergeant-at-arms, temporary men, who

when halted by two deputies of the sergeant-at-arms, temporary men, who refused to let him pass.

The Senator explained rather explosively, "Don't you know me? I am Senator Smith:"
This availed him nothing, and he was about to be shooed away when Senators on the stand rescued him.

A touch of weirdness was brought to the ceremony through the working of the amplifier, which made the inaugural address clearly audible for a third of a versation.

There was little control of the mecessary with the mass of the control of the mass of the series of the condition. They fold fall the series of the control of the series of

balloons, the property of a street vender, broke loose and floated over the procession.

"There," said somebody. "go the four-teen points."

Somebody carrying a broom in an automobile followed the inaugural party on its trip to the Capitol. There also was a banner that read, "We're going to have a clean sweep."

The only band that participated in the

MANUFACTURER'S \$1,000,000 STOCK OF

FURS

Furs bearing the Jackman Label

Wraps

Ermine

Full Length

\$900

DIRECT SALE

FROM WHOLESALER TO CONSUMER

STORAGE first year on purchases made at this SALE

Many far-sighted merchants are buying here NOW and are having their purchases held in storage for their next fall Sales.

Wraps

Broadtail

Full Length

\$900

ones who realize that such garments as are being sold here now will not be obtainable later except at prices far in advance of these quoted below.

Wraps Mink

A Selection of Full Length \$900

Natural RussianSable Full Dength \$5,000

Wraps

Wraps Kolinsky

Full Length

\$500

Coats

French Seal

Full Length

BOAS

Grey

Squirrel

\$9

These merchants are the well-informed

Natural Grey Squirrel \$250

Wraps

Coats Natural Muskrat 36-Inch Length \$125

BOAS

Natural

Fisher

Small Full Furrer

Skins, Good Color \$100

Coats

Hudson Seal 36-Inch Length Soft, Lustrous §225

BOAS

Stone

Marten

\$25

Coats

Natural Opossum 6-Inch Length **\$100**

BOAS

Foxes

Taupe or

Brown

\$25

French Seal

40-Inch Length **\$100**

Coats

BOAS

Australian

Opossum

\$8

Various Beautiful Models **\$125**

Caracul 36-Inch Length \$125

BOAS

Blue

Fox

\$75

BOAS

SABLE

Natural

Russian

\$75

Natural

Hudson Bay

\$50

Coats

Black

Hudson Seal Coats 36-inch Length, in a Superb Quality of Soft Fine Skins, Full Flare, Beautifully Lined, Great Deep Collars and Cuffs of the Best Quality Skunk \$250

Russian Pony Coats with great, deep collar of high grade

Hudson Seal or Genuine Mole Wraps

BOAS

Natura! White \$75

Blue **\$**140 Natural

MEN'S FUR COLLARED

Finest imported Irish Woolens, in Finest Domestic Woolens, in grey, brown, grey and dark green Heather brown and green Heather Mixtures, Mixtures.

Collars are of Beaver and Unplucked Otter. These collars alone are worth more than the price at which we are selling these coats.

Orom and green Heather Mixtures.

Collars are of Hudson Seal, Seal Dyed Otter, Persian Lamb and Nutria.

\$50

Sales Rooms Open from 8.30 A. M. to 6 P. M. WILLIAM JACKMAN'S SONS

America's Largest Wholesale Furriers

Tipped Hudson Bay \$45

Estab. Since 1860

COATS

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35-37-39 WEST 35TH STREET Extra Sales Staff

Quick Service

Prompt Deliveries

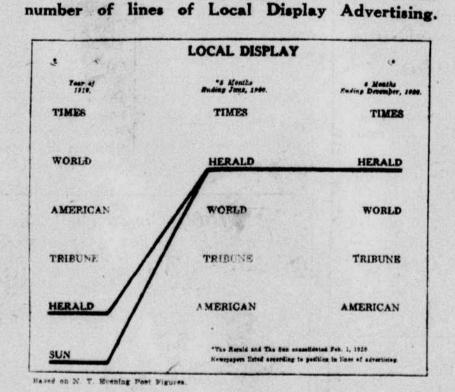
THE NEW YORK HERALD

---when such a great majority approve

When most of the experienced advertising space buyers agree upon the HERALD, theirs is a safe lead to follow in planning New York

The chart below shows how the revitalized Herald

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Local stores have proven they can rely on the "high quality, large quantity" circulation of The Herald to bring them profitable returns. These merchants are acquainted with the responsiveness of the more than 200,000 families who read The New York Herald daily and Sunday.

Newspaper advertising is the life blood of the modern retail store. The Herald keeps this "life blood" circulating.

advertising.